



Michaelsohn
Creative
Communications

11918

Att: JIM GIUDISSECI

☐ INSERTION/CANCELLATION ☐
ORDER

ORDER TV

DATE 10-27-12

MEDIA KRQE TV

CLIENT VERDE VOTERS PAC

TO BE LOGGED AS SAME

RUN DATES 10/30-11/5 (1 WK)

CREATIVE #/TITLE FOLLOW DOWNLOAD TRAFFIC

TIME	M	T	W	TH	F	SA	SU

DAY/DATE	TIME	PROGRAM SIZE	FR/WK	FR/DAY	RATE	COST/WK
M-FRI	6A-7A	NEWS	5x	1x	\$125	\$625
SUNDAY	7-8A	CBS NEWS	2x	2x	\$200	\$400
SAT	7A-8A	NEWS SAT AM	2x	2x	\$75	\$150
M-FRI	12-12:30	NOON NEWS	3x	1x	\$550	\$1650
M-FRI	3P-4P	DR. PHIL	5x	1x	\$300	\$1500
SUNDAY	5:30-6	NEWS	2x	2x	\$550	\$1100
M-FRI	12:30-2P	SOAP ROT	5x	1x	\$300	\$1500
M-FRI	6-6:30P	JEOPARDY	3x	1x	\$1400	\$4200
M-FRI	6:30-7P	WHEEL OF FORT.	3x	1x	\$1700	\$5100
M-FRI	10-10:30P	NEWS	5x	1x	\$1100	\$5500
THURSDAY	7-7:30P	BIG BANG THEORY	1x	1x	\$2400	\$2400
TUESDAY	7P-8P	NCIS	1x	1x	\$4000	\$4000
SAT	10-10:30P	NEWS	2x	2x	\$450	\$900
M-FRI	10:30-11:30	LETTERMAN	5x	1x	\$175	\$875
SUNDAY	7P-8P	AMAZING RACE	1x	1x	\$1500	\$1500

ADDITIONAL INSTRUCTIONS

TOTAL= \$31,400.00 GROSS

(NET= \$26,690)

TOTAL OF THIS CONTRACT _____

AUTHORIZED BY _____

ACCOUNT EXECUTIVE _____

- ☐ CO-OP TEARSHEETS
☐ PLEASE SEND CONFIRMATION AS SOON AS POSSIBLE
☐ TAPE AND CUT NUMBERS USED MUST BE ON INVOICE
☐ CO-OP REQUIRES NOTARIZED SCRIPTS AND INVOICES
☐ PLEASE RETURN CREATIVE TO AGENCY ASAP



Michelson
Creative
Communications

11918

Att: JIM GIUDISSECI

2/8343

July 10/29/12

☐ INSERTION/CANCELLATION ☐
ORDER

ORDER TV

DATE 10-27-12

MEDIA KRQE TV

CLIENT VERDE VOTERS PAC

TO BE LOGGED AS SAME

RUN DATES 10/30-11/5 (1 WK)

CREATIVE #/TITLE FOLLOW DOWNLOAD TRAFFIC

TIME	M	T	W	TH	F	SA	SU

DAY/DATE	TIME	PROGRAM SIZE	FR/WK	FR/DAY	RATE	COST/WK
M-FRI	6A-7A	NEWS	5x	1x	\$125 ⁴	\$625
SUNDAY	7-8A	KRQE CBS SUNDAY AM	2x	2x	3 \$200 (E)	\$400
SAT	7A-8A	NEWS SAT AM	2x	2x	3 \$75	\$150
M-FRI	12-12:30	NOON NEWS	3x	1x	2 \$550	\$1650
M-FRI	3P-4P	DR. PHIL	5x	1x	2 \$300	\$1500
SUNDAY	5:30-6	NEWS	2x	2x	2 \$550	\$1100
M-FRI	12:30-2P	SOAP ROT	5x	1x	2 \$300	\$1500
M-FRI	6-6:30P	JEOPARDY	3x	1x	2 \$1400	\$4200
M-FRI	6:30-7P	WHEEL OF FORT.	3x	1x	2 \$1700	\$5100
M-FRI	10-10:30P	NEWS	5x	1x	3 \$1100	\$5500
THURSDAY	7-7:30P	BIG BANG THEORY	1x	1x	3 \$2400	\$2400
TUESDAY	7P-8P	NCIS	1x	1x	2 \$4000	\$4000
SAT	10-10:30P	NEWS	2x	2x	4 \$450	\$900
M-FRI	10:30-11:30	LETTERMAN	5x	1x	4 \$175	\$875
SUNDAY	7P-8P	AMAZING RACE	1x	1x	3 \$1500	\$1500

ADDITIONAL INSTRUCTIONS

TOTAL= \$31,400.00 GROSS

(NET= \$26,690)

TOTAL OF THIS CONTRACT _____

AUTHORIZED BY _____

ACCOUNT EXECUTIVE _____

- ☐ CO-OP TEARSHEETS
☐ PLEASE SEND CONFIRMATION AS SOON AS POSSIBLE
☐ TAPE AND CUT NUMBERS USED MUST BE ON INVOICE
☐ CO-OP REQUIRES NOTARIZED SCRIPTS AND INVOICES
☐ PLEASE RETURN CREATIVE TO AGENCY ASAP

8016 Constitution Place NE Albuquerque, NM 87110 (505) 260-1032 Fax (505) 323-8628

email: haight710@comcast.net

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 10/30/12												
Station: KRQE												
	POL/Verde Vo	218343	M-F KRQE New	KRQE News	:30	P4	[ALL]		11918	6:11:15 AM		\$125.00
	POL/Verde Vo	218343	M-F KRQE New	12p-1230p	:30	P2	[ALL]		11918	12:28:26 PM		\$550.00
	POL/Verde Vo	218343	Soap Rotator	M-F 1230p-2	:30	P2	[ALL]		11918	1:29:01 PM		\$300.00
	POL/Verde Vo	218343	Dr. Phil	3p-4p	:30	P2	[ALL]		11918	3:51:43 PM		\$300.00
	POL/Verde Vo	218343	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]		11918	6:35:08 PM		\$1,700.00
	POL/Verde Vo	218343	Tue Hour 1	7p-8p	:30	P2	[ALL]		11918	7:19:11 PM		\$4,000.00
	POL/Verde Vo	218343	LN M-F	10p-1035p	:30	P3	[ALL]		11918	10:27:13 PM		\$1,100.00
	POL/Verde Vo	218343	David Letterman	1035p-1137p	:30	P4	[ALL]		11918	11:11:30 PM		\$175.00
												\$8,250.00
												\$8,250.00

Date: 10/31/12

Station: KRQE

	POL/Verde Vo	218343	David Letterman	1035p-1137p	:30	P4	[ALL]		11918			\$175.00
	POL/Verde Vo	218343	M-F KRQE New	12p-1230p	:30	P2	[ALL]		11918			\$550.00
	POL/Verde Vo	218343	Soap Rotator	M-F 1230p-2	:30	P2	[ALL]		11918			\$300.00
	POL/Verde Vo	218343	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]		11918			\$1,400.00
	POL/Verde Vo	218343	M-F KRQE New	KRQE News	:30	P4	[ALL]		11918			\$125.00
	POL/Verde Vo	218343	Dr. Phil	3p-4p	:30	P2	[ALL]		11918			\$300.00
	POL/Verde Vo	218343	LN M-F	10p-1035p	:30	P3	[ALL]		11918			\$1,100.00
												\$3,950.00
												\$3,950.00

Date: 11/01/12

Station: KRQE

	POL/Verde Vo	218343	LN M-F	10p-1035p	:30	P3	[ALL]		11918			\$1,100.00
	POL/Verde Vo	218343	Dr. Phil	3p-4p	:30	P2	[ALL]		11918			\$300.00
	POL/Verde Vo	218343	David Letterman	1035p-1137p	:30	P4	[ALL]		11918			\$175.00
	POL/Verde Vo	218343	Soap Rotator	M-F 1230p-2	:30	P2	[ALL]		11918			\$300.00
	POL/Verde Vo	218343	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]		11918			\$1,400.00
	POL/Verde Vo	218343	M-F KRQE New	12p-1230p	:30	P2	[ALL]		11918			\$550.00
	POL/Verde Vo	218343	Thur Hour 1	(7:00:00 PM-	:30	P3	[ALL]		11918			\$2,400.00
	POL/Verde Vo	218343	M-F KRQE New	KRQE News	:30	P4	[ALL]		11918			\$125.00
	POL/Verde Vo	218343	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]		11918			\$1,700.00
												\$8,050.00
												\$8,050.00

Date: 11/02/12

Station: KRQE

	POL/Verde Vo	218343	Dr. Phil	3p-4p	:30	P2	[ALL]		11918			\$300.00
	POL/Verde Vo	218343	Soap Rotator	M-F 1230p-2	:30	P2	[ALL]		11918			\$300.00
	POL/Verde Vo	218343	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]		11918			\$1,700.00
	POL/Verde Vo	218343	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]		11918			\$1,400.00
	POL/Verde Vo	218343	M-F KRQE New	KRQE News	:30	P4	[ALL]		11918			\$125.00
	POL/Verde Vo	218343	David Letterman	1035p-1137p	:30	P4	[ALL]		11918			\$175.00
	POL/Verde Vo	218343	LN M-F	10p-1035p	:30	P3	[ALL]		11918			\$1,100.00
												\$5,100.00
												\$5,100.00

Date: 11/03/12

Station: KRQE

	POL/Verde Vo	218343	KRQE News Sat	7a-8a	:30	P3	[ALL]		11918			\$75.00
	POL/Verde Vo	218343	LN Sa	10p-1035p	:30	P4	[ALL]		11918			\$450.00
	POL/Verde Vo	218343	LN Sa	10p-1035p	:30	P4	[ALL]		11918			\$450.00
	POL/Verde Vo	218343	KRQE News Sat	7a-8a	:30	P3	[ALL]		11918			\$75.00
												\$1,050.00
												\$1,050.00

Date: 11/04/12

Station: KRQE

	POL/Verde Vo	218343	KRQE News Sun	7a-8a	:30	P3	[ALL]		11918			\$200.00
	POL/Verde Vo	218343	Sun Hour 2	7p-8p	:30	P3	[ALL]		11918			\$1,500.00
	POL/Verde Vo	218343	Su KRQE News	530p-6p	:30	P2	[ALL]		11918			\$550.00

[Sorted by: Date]

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Prior	Chann	Product	Estimate	Air Time	Ad-ID	Rate
-------------	------------	-------	----------------	-------------	--------	-------	-------	---------	----------	----------	-------	------

Date: 11/04/12

Station: KRQE

POL/Verde Vo	218343	Su	KRQE News	530p-6p	:30	P2	[ALL]		11918			\$550.00
POL/Verde Vo	218343	KRQE News	Su	7a-8a	:30	P3	[ALL]		11918			\$200.00
												<u>\$3,000.00</u>
												<u>\$3,000.00</u>

Date: 11/05/12

Station: KRQE

POL/Verde Vo	218343	Soap Rotator	M-F	1230p-2	:30	P2	[ALL]		11918			\$300.00
POL/Verde Vo	218343	David Letterman	1035p-1137p		:30	P4	[ALL]		11918			\$175.00
POL/Verde Vo	218343	M-F KRQE News	KRQE News		:30	P4	[ALL]		11918			\$125.00
POL/Verde Vo	218343	LN M-F	10p-1035p		:30	P3	[ALL]		11918			\$1,100.00
POL/Verde Vo	218343	Dr. Phil	3p-4p		:30	P2	[ALL]		11918			\$300.00
												<u>\$2,000.00</u>
												<u>\$2,000.00</u>
												<u>\$1,400.00</u>

[Sorted by: Date]

NAB Form PB-17 Issues

**AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location: KROE TV, ALBUQUERQUE, NM	Date: 10-29-12
--	--------------------------

I, JOSE MICHEL SOHN
do hereby request station time concerning the following issue:

'REFORM NM RESPONSE'

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30-SECD	VARIOUS	TUES-MON			1 WK.

Total Charges: \$31,400.00

This broadcast time will be used by: VERDE VOTERS PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐

Yes

☒

No

NAB Form PB-17 Issues

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KROE TV, ALBUQUERQUE, NM	Date: 10-29-12
--	--------------------------

I, JOSH MICHEL SOHN
do hereby request station time concerning the following issue:

<p>'REFORM NM RESPONSE'</p>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30-SCND	VARIOUS	TUES-MON		45x	1 WK.

Total Charges: \$32,800.00

This broadcast time will be used by: VERDE VOTERS PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

VERDE VOTERS PAC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.
(A PAC, AFFILIATED W/ A 501(C)(4))

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

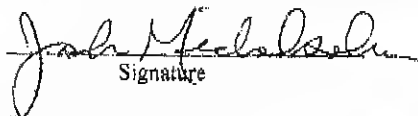
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 HOURS before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10-29-12

Date



Signature

505-260-1032

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE☐ Accepted☐ Accepted in Part☐ Rejected

Signature

Printed Name

Title